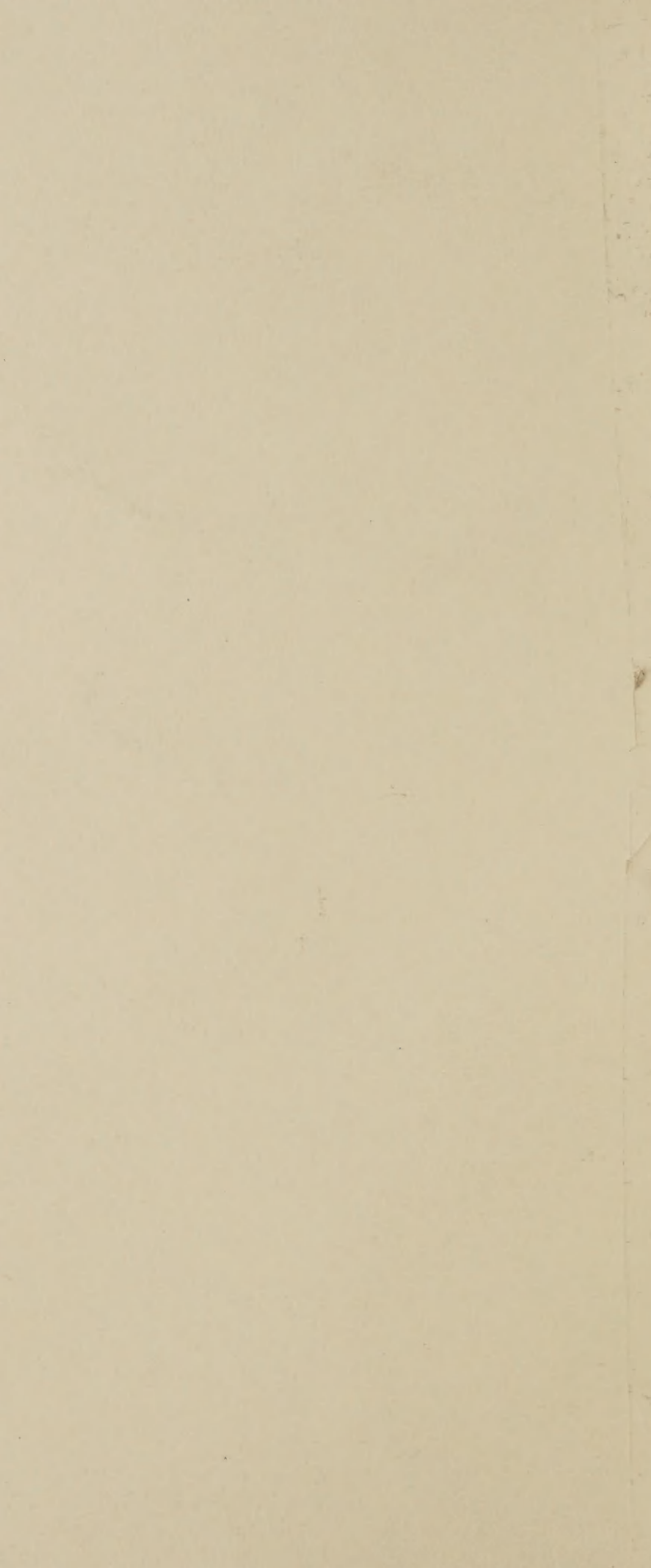


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# RHODODENDRONS



*Azaleas*

*Mountain Laurel*

*Pieris Floribunda*

*and Other*

NATIVE PLANTS



*La Bars'*

**Rhododendron Nursery**

STROUDSBURG

— PENNSYLVANIA





# The AMERICAN RHODODENDRON



THE American Rhododendron is an evergreen, holding its large dark green leaves the year around. It is also a flowering plant. During its bloom period it is covered with large showy flowers. The Rhododendron is the only hardy plant in the United States that combines these two attributes—it is the only flowering evergreen.

The best known of the American Rhododendrons is the Rosebay Rhododendron, pictured above. We have all seen it growing in the mountains of the Eastern United States and have admired it as it framed some mountain stream or carpeted the side of some woody glen. At all times it is a glory to behold, but a sight of it during its month of bloom convinces one that it is indeed America's most beautiful native plant. More outstanding still is the fact that this same plant will bring its beauty to your home planting and thrive under its changed conditions.

In addition to the Rosebay, America boasts four other native Rhododendrons, which are just as meritorious but unfortunately not as well known. They are the Catawba Rhododendron, Pink Carolina Rhododendron, White Carolina Rhododendron, and the Piedmont Rhododendron. All are fully described in this catalog.

The Rhododendron also has many outstanding relatives, among them the well known Mountain Laurel, the Azaleas, Pieris, Leucothoe, Leiophyllum, and the Blueberry.

Rhododendrons have for many years adorned the homes and public buildings of this country and Europe. Today, more than ever, they are being planted to create outstanding and distinctive landscape effects. For naturalistic treatments and woodland planting the Rhododendrons and their relatives are indispensable. We present in the following pages the Rhododendron for your approval.



## .. Rhododendrons ..

### Rhododendron Maximum—

(Rosebay Rhododendron) The best known and most widely distributed of the Native American Rhododendrons. The large, luxuriant, deep green leaves make it the best, by far, for mass plantings and foliage effects in shaded areas. Large clusters of flowers appear in late June and early July and range in color from creamy-white to apple blossom pink.

### Rhododendron Carolinianum—

(Pink Carolina Rhododendron) Considered by many as the most beautiful of the specie. Blush-pink to deep rose-pink flowers, in May, are small but are borne in great numbers and form clusters 2 to 4 inches across. Leaves are small, rich green—turning to bronze green in fall and winter. The plants are semi-dwarf in habit when planted in full sunlight.

### Rhododendron Catawbiense—

(Catawba Rhododendron) Blooms at Memorial Day and is the most showy of the native Rhododendrons. Flowers vary in color from orchid to rose-pink and are borne in great profusion. Leaves are slightly smaller than Rhododendron Maximum and more rounded than other types. The plants are exceptionally hardy and thrive in sun or shade, although semi-shaded locations are preferred and give most luxuriant foliage and quality flowers. Rhododendron Catawbiense is usually first choice in small plantings. (Photograph below).



*Note  
the  
Sturdy  
Growth*

*Typical  
Nursery-  
Grown  
Rhododendron*



### Rhododendron Carolinianum Album—

(White Carolina Rhododendron) Similar to Rhododendron Carolinianum but with creamy-white flowers. Foliage is a lighter green and more pointed in shape. When planted in partial shade, which is the proper location, the plants take a spreading habit. It is a profuse bloomer, the flowers opening about the same time as the Pink Carolina Rhododendron.

### Rhododendron Minus—

(Piedmont Rhododendron) Another small leaf type with rosy-pink clusters of flowers appearing in June and July. It is the most rapid growing of all Rhododendrons and when planted in shaded locations will take a loose open habit of growth. In sun the plant assumes a more formal outline.

## .. Azaleas ..

The American Azaleas, or Honeysuckles as they are sometimes termed, are unsurpassed for delicacy of color, hardiness, and dependable bloom year after year. There is no substitute for them as early spring flowers, and a bloom time from early May until late June can be had by an assortment of varieties. For fall coloring the foliage is outstanding, turning to varied brilliant hues with the coming of frost.

### Azalea Calendulacea—

(Flame Azalea) Blooms in late May. Individual plants vary in color, and yellows, oranges, reds, and all conceivable combinations of these colors are apparent in a grouping of this hardy Azalea.

### Azalea Vaseyi—

(Pink Shell Azalea) Blooms in Late April. Flowers appear before the foliage and present possibilities of many interesting combinations with early spring flowers. Shell-pink flowers of large size. Foliage turns shades of red in late summer.

### Azalea Nudiflora—

(Pinxterbloom) Blooms in May. Similar to Azalea Rosea and often classified as the same. Light pink to deep-rose flowers but less fragrant. Hardy and vigorous grower.

### Azalea Viscosa—

(Swamp Azalea) Blooms in June and July. While this plant is often found growing in low, swampy places it is also a native of higher locations and does well in either place. Fragrant white flowers.





### **Azalea Rosea—** (Photograph Above)

(Downy Pinxterbloom) Blooms in May. Rose-pink blooms have a spicy fragrance. Plants are formal in shape and are particularly hardy.

### **Azalea Arborescens—**

(Sweet Azalea) Blooms in June. Flowers white or slightly pink. Fragrant. Plant is broad and dense in growth and heavily foliaged.

### **Azalea Canadensis—**

(Rhodora) Blooms in late April. The first of the native Azaleas to bloom. Small lavender-pink blossoms. Excellent for naturalistic ground cover in wooded areas, as plants spread by underground shoots. Dwarf.

## **.. Mountain Laurel ..**

### **Kalmia Latifolia—**

Blooms in late May. Clusters of white or light pink flowers. Glossy, dark-green leaves. Evergreen. The name Laurel is often incorrectly applied to varieties of Rhododendron. While they are both evergreen there are many distinguishing characteristics of each in color of flower and the shape of leaf. If you are not familiar with the true Mountain Laurel there is a real treat in store for you. (Photograph at right).

### **Kalmia Anqustifolia—**

(Lambkill) Similar to above but growing only 1½ to 2 foot tall. Deep rose flowers in late May. Foliage somewhat smaller and light green color.

## **.. Other Native Plants ..**

### **Pieris Floribunda—**

(Mountain Fetterbush) (Evergreen Lily-of-the-Valley shrub) Blooms in late April. White flowers, similar to the common Lily-of-the-Valley are borne at the ends of the branches. Dwarf, compact habit of growth and evergreen foliage make it a most desirable border, rock garden, or ground cover plant.

### **Vaccinium Corymbosum—**

(High Bush Blueberry) The Blueberry or Huckleberry fruits are well known and the plant itself is very attractive. The foliage during the spring is a fresh green, turning to bright scarlet shades in fall. The edible fruit is borne in late August.

### **Leiophyllum Buxifolium—**

(Box Sand Myrtle) Blooms in May. Another dwarf evergreen for rock garden or border planting. Largest plants seldom reach a height of more than 8 inches. The smooth, dark green leaves resemble Boxwood and the delicate white flowers are so abundant as to almost completely hide the plant.

### **Leucothoe Catesbaei—**

(Drooping Leucothoe) Blooms in May. Graceful sprays of white flowers hang from the branches, giving the effect of a flowering fern. The evergreen foliage turns to rich red and purple shades in fall. An ideal plant for shaded locations.





## Special Offer No. 1

### A Complete Planting for the Shaded Corner or Small Naturalistic Garden

An ideal assortment of plants for use as additions to the already established garden, or for the complete planting of an area of 75 to 100 square feet. Select a partly shaded location under trees or the north sides of buildings.

1— <i>Rhododendron Maximum</i>	2½-3'
2— <i>Rhododendron Maximum</i>	2-2½'
2— <i>Rhododendron Catawbiense</i>	15-18"
2— <i>Rhododendron Carolinianum</i>	15-18"
1— <i>Rhododendron</i> " <i>album</i>	15-18"
1— <i>Mountain Laurel</i>	18-24"
2— <i>Pieris Floribunda</i>	12-15"
1— <i>Leucothoe Catesbaei</i>	15-18"
1— <i>Azalea Calendulacea</i>	12-18"
1— <i>Azalea Rosea</i>	18-24"
1— <i>Azalea Vaseyi</i>	12-18"
1— <i>Highbush Blueberry</i>	18-24"

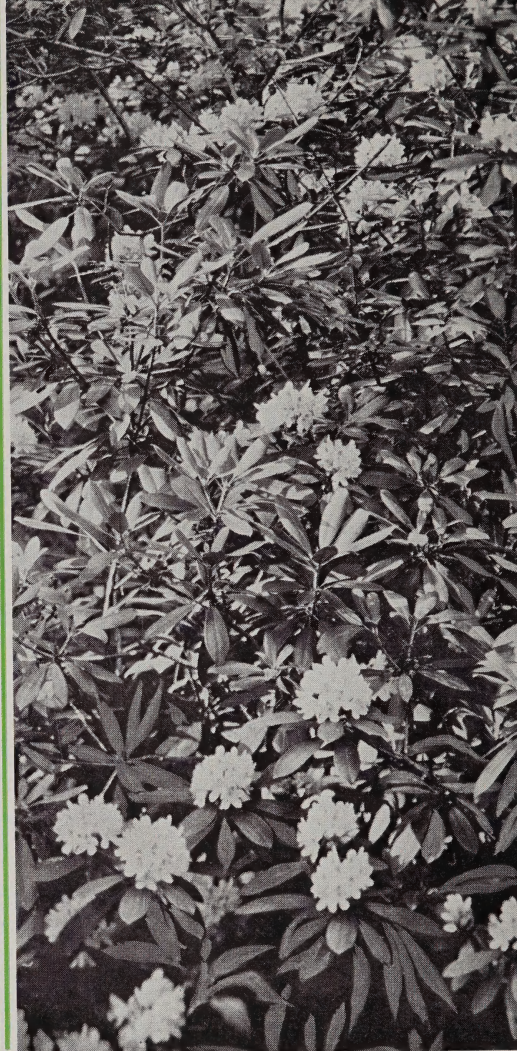
**16 Plants - \$25.00** Packed for  
Shipment

This collection has proven a very satisfactory one and is an unusual value. There is no packing charge which is a further saving in addition to the low price. All plants are of the finest quality—transplanted and nursery grown from root clumps—and the collection in general gives choice varieties and a variation of size essential to the complete small garden.

**SHIPPING SEASONS**—April, May, and early June are most advantageous spring shipping months. Fall season begins in late August and continues until late November.

**SHIPPING METHODS** — Express or freight. Generally freight is most advantageous as all plants are dug with ball of earth and shipments have considerable weight. Unless you specify how shipment is to be made we will use our best judgment. Transportation charges are collect.

**PACKING**—Plants are carefully packed to withstand 10 days or more in shipment without injury. Charge for packing is made at cost and averages approximately 10% of plant cost. No CHARGE FOR PACKING ON SPECIAL OFFERS.



## Special Offer No. 2

Favorite Collection of Three Native American  
Rhododendrons

**RHODODENDRON MAXIMUM**  
**RHODODENDRON CATAWBIENSE**  
**RHODODENDRON CAROLINIANUM**

- A. 3 Plants—12-15" size - - - - - \$4.00  
(1 EACH OF ABOVE VARIETIES)
- B. 3 Plants—18-24" size - - - - - \$6.00  
(1 EACH OF ABOVE VARIETIES)
- C. 6 Plants—12-15" size - - - - - \$7.50  
(2 EACH OF ABOVE VARIETIES)
- D. 6 Plants—18-24" size - - - - - \$11.00  
(2 EACH OF ABOVE VARIETIES)

(Prices of special offers include packing)





## Special Offer No. 3

You will want one of these plant combinations to fill a vacant spot in your garden

- E.—1 Rhododendron Maximum and  
1 Rhododendron Catawbiense - 15 - 24"
- F.—1 Rhododendron Carolinianum and  
1 Rhododendron Catawbiense - 15 - 18"
- G.—1 Rhododendron Catawbiense and  
1 Azalea Calendulacea - - - 18 - 24"
- H.—1 Azalea Calendulacea, 1 Azalea  
Rosea and 1 Azalea Vaseyi - - 12 - 18"
- I.—1 Pieris, 1 Leucothoe and  
1 Azalea Calendulacea - - - 12 - 18"
- J.—1 Azalea Vaseyi, 1 Pieris and  
1 Rhododendron Carolinianum - 12 - 18"

YOUR CHOICE **\$3.50** PACKED FOR  
(Offers E to J) SHIPMENT

## Hybrid Rhododendrons

(Grafted Plants)

**\$3.50** EACH  
—(Plus packing)

15 to 18 inch size

It is possible to secure in Hybrid Rhododendrons colors not found in the native varieties. The following list are types we have found hardy and satisfactory growers in Northeastern Pennsylvania. Plants are of excellent quality.

*Album Elegans* — Light blush changing to white.

*Atrosanguinea* — Deep blood-red.

### *Boule de Neige*—

White.	Very dwarf.	Compact grower.	
12 - 15"			\$4.50
15 - 18"			\$6.00

*Caractacus* — Crimson.

*Catawbiense Boursalt* — Lilac.

*Charles Dickens* — Deep rich scarlet.

*Delicatissimum* — White, tinted flesh pink.

*E. S. Rand* — Rich scarlet.

*Everestianum* — Rosy lilac.

*Ignatius Sargent* — Rose scarlet.

*Mrs. C. S. Sargent* — Clear rose pink.

*Parsons Gloriosa* — Soft pink.

*Purpureum Elegans* — Fine purple.

*Purpureum Grandiflorum* — Purple.

*Roseum Elegans* — Rose pink

Add 35c to cover packing of single plants  
up to 2½ foot size. We will gladly  
advise packing cost of larger sizes or quantities.

Many of these and other choice varieties are available in larger sizes. A complete size range is not available in all varieties, however, and we suggest you mention a second choice when ordering.

18 - 24 in. ....	\$4.50	3½ - 4 ft. ....	\$14.00
2 - 2½ ft. ....	6.00	4 - 4½ ft. ....	20.00
2½ - 3 ft. ....	8.00	4½ - 5 ft. ....	25.00
3 - 3½ ft. ....	11.00	5 - 5½ ft. ....	30.00

## Price List

### Rhododendrons

VARIETIES	12-15"	15-18"	18-24"	2-2½'	2½-3'	3-3½'	3½-4'	4-5'	5-6'
<i>Rhododendron Maximum</i> - - - -	\$1.50	\$1.75	\$2.00	\$2.50	\$3.00	\$3.75	\$4.50	\$6.25	\$8.50
<i>Rhododendron Catawbiense</i> - - -	1.75	2.00	2.50	3.50	4.75	5.75	7.00	.....	.....
<i>Rhododendron Carolinianum</i> - - -	1.75	2.00	2.50	3.50	4.75	5.75	7.00	10.00	13.50
<i>Rhododendron</i> " <i>Album</i> - - - -	1.50	1.75	2.00	2.50	3.00	3.50	4.00	.....	.....
<i>Rhododendron Minus</i> - - - - -	1.75	2.00	2.50	3.50	4.50	5.50	6.25	7.75	9.25
<i>Rhododendron Maximum</i> - - - -	6 to 7 ft.....	\$12.50;	7 to 8 ft.....	\$16.50;	8 to 9 ft.....	\$23.50	9 to 10 ft.....	\$32.50;	10 to 12 ft.....\$50.00;
					12 to 14 ft.....	\$65.00			

### Azaleas

VARIETIES	12-18"	18-24"	2-2½'	2½-3'	3-3½'	3½-4'	4-5'	5-6'
<i>Azalea Arborescens</i> - - - - -	\$1.25	\$1.50	\$1.75	\$2.25	\$2.75	\$3.50	\$5.00	\$6.50
<i>Azalea Calendulacea</i> - - - - -	1.25	1.50	1.75	2.25	3.25	4.75	6.00	8.00
<i>Azalea Vaseyi</i> - - - - -	1.50	2.00	2.50	3.25	4.25	.....	.....	.....
<i>Azalea Rosea</i> - - - - -	1.25	1.50	1.75	2.25	2.75	3.50	5.00	6.50
<i>Azalea Nudiflora</i> - - - - -	1.25	1.50	1.75	2.25	2.75	3.50	5.00	6.50
<i>Azalea Viscosa</i> - - - - -	1.25	1.50	1.75	2.25	2.75	3.50	5.00	6.50
<i>Azalea Canadensis</i> - - - - -	1.50	1.75	2.25	.....	.....	.....	.....	.....

### Mountain Laurel, Pieris, Leucothoe, etc.

VARIETIES	12-15"	15-18"	18-24"	2-2½'	2½-3'	3-3½'	3½-4'	4-5'
<i>Kalmia Latifolia</i> - - - - -	\$1.50	\$1.75	\$2.00	\$2.50	\$3.50	.....	.....	.....
<i>Kalmia Angustifolia</i> - - - - -	.....	1.50	1.75	2.25	.....	.....	.....	.....
<i>Pieris Floribunda</i> - - - - -	1.50	1.75	2.25	3.00	.....	.....	.....	.....
<i>Leucothoe Catesbaei</i> - - - - -	.....	1.50	1.75	2.25	3.00	.....	.....	.....
<i>Vaccinium Corymbosum</i> - - - - -	.....	.....	1.25	1.50	1.75	2.00	2.50	3.00
<i>Leiophyllum Buxifolium</i> - - - -	6 x 10 inch top spread.....	\$1.50;	10 x 15 inch top spread.....	\$2.00	15 x 20 inch top spread.....	\$2.50		

### Quantity Discount

Deduct 10% for Lots of 10 to 50 of One Variety.  
Deduct 20% for Lots of 50 or More of One Variety.

### Packing

Packing is charged for additional for all less-carload freight, express or parcel post shipments, and transportation charges are to be paid by the customer.

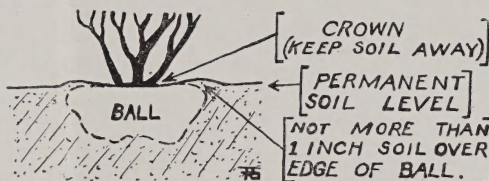


# *The Planting and Care of Rhododendrons, Azaleas and Other Native Plants*

**Location**—Plant Rhododendron Maximum and Leucothoe on the north and west sides of buildings and slopes, and protect from strong winds. The other Rhododendrons, Pieris, Leiophyllum and Kalmia will do well in either sunny or shaded locations. Azaleas prefer sun or plenty of light.

**Type of Soil**—Provide a loose, light, fibrous soil, as is commonly called woods-soil. Good drainage is essential and necessary, so that water will not stand about the roots. Nearly all soils except heavy clay are suitable, but are improved by adding peat moss, decayed leaf mold, old hard-wood sawdust, or acid humus. Your soil must be acid, and if it contains lime correct it. You can easily do this by adding  $\frac{1}{2}$  to 1 pound of Aluminum Sulphate to each square yard of soil surface.

**Depth of Planting**—Rhododendrons should be planted very shallow with practically no soil over the earth-ball, and none over the crown of the root. Dig a hole large enough to admit the earth-ball without cramping and press the soil firmly around so there will be no air pockets.



**Watering**—Because Rhododendrons are often found growing along banks of streams many people think Rhododendrons require a lot of water. This is not true and a lot of water is not necessary. They should be watered immediately after planting and several times weekly until they become established, but after that only during dry seasons. When watering saturate the ground, as one good application is better than several light sprinklings.

**Mulch**—A mulch of three to five inches of hardwood leaves, or a lesser quantity of peat moss, leaf mold, or old hardwood sawdust is very desirable and should be left on throughout the year. During the winter it will prevent freezing and thawing and in the summer will keep the soil cool and moist.

**Fertilization**—Rhododendrons may be fertilized by a very light application of well-rotted cow manure covering ground to a depth of 1 to  $1\frac{1}{2}$  inches. Information covering fertilization of large areas will gladly be supplied upon request.

**Pruning**—Pruning other than the cutting out of dead wood which may appear, is not advisable as new branches will not break from the old wood. To conserve the strength of the plant and encourage the growth of new leaves, the flower clusters may be pinched off as they begin to wither. The energy which would ordinarily go into producing seed is thus diverted to producing new foliage and flower buds for the following spring.

# LaBars'

## QUALITY STOCK

The LA BAR tag on nursery stock assures you that the plants have been produced from seeds or root divisions selected for their outstanding merit. It guarantees that they have been grown under ideal conditions, carefully transplanted, subjected to low winter temperatures, and are fully acclimated and ready to withstand severe hardships.

We grow all our own nursery stock on well over one-thousand acres of nurseries.

All nursery stock shipped must meet the high standards of quality which we ourselves have established. Not a single one of our thousands of clients could be more critical in the application of a standard than we are.

The LA BAR Nurseries have been pioneers in the growing of Native American Shrubs, and each plant carries with it the benefit of more than 38 years experience towards producing the finest quality merchandise possible. Insist on the LA BAR tag of quality and protect yourself against inferior and poorly grown plants.



***LaBars'*** Rhododendron  
Nursery

STROUDSBURG, PENNSYLVANIA

Phone — Office, Stroudsburg — 644